

WPXI
4145 Evergreen Road
Pittsburgh, PA 15214



Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract # 339694

Schedule Dates 11/03/12-11/06/12
Advertiser Pol/Iss/American Crossroads (13324)
Agency/T-Code Crossroads Media (1218)/055317791
Product Political - Issue (1068)
Brand ISS/AMER. CROSSROADS (140910)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name MARONEY,STEPHANIE
Phone/Fax /
CPE 11/27/1339
Account Types National/Political
Billing Type Standard
Comments AMER CROSSROADS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 11/01/12
Last Modified 11/05/12
Entered By Mary Beth Halas
CO-OP Yes
Headline # 06402255
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,128.75
Net Total \$40,396.25
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Nov. 2012 26 \$47,525.00
Grand Total: 26 \$47,525.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	10A- Ellen	1	1							1	\$675.00	\$675.00	Pittsburgh (WPXI)	ELLEN 10-11A/1	11/1/12
2.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	11A- Anderson	1	1							1	\$275.00	\$275.00	Pittsburgh (WPXI)	ANDERSON 11A-12N/2	11/1/12
3.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	12:30P- The Doctors 1230-130P	1	1							1	\$275.00	\$275.00	Pittsburgh (WPXI)	THE DOCTORS 1230-130P/4	11/1/12
4.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	11:59A- Channel 11 News At Noon	1	1							1	\$575.00	\$575.00	Pittsburgh (WPXI)	NOON NEWS/5	11/1/12
5.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	1:30P- Today Show 130P	1	1							1	\$575.00	\$575.00	Pittsburgh (WPXI)	TODAY SHOW 130-230P/6	11/1/12
6.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	2:58P- Days Of Our Lives	1	1							1	\$500.00	\$500.00	Pittsburgh (WPXI)	DAYS OF OUR LIVES 3-4P/7	11/1/12
7.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	4:28A- Channel 11 News 430A	1	1							1	\$175.00	\$175.00	Pittsburgh (WPXI)	NEWS 430-5A/8	11/1/12
8.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	4:58A- Channel 11 News 5am	1	1							1	\$825.00	\$825.00	Pittsburgh (WPXI)	NEWS 5-530A/10	11/1/12
9.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:29A- Channel 11 News 530am	1	1							1	\$1,125.00	\$1,125.00	Pittsburgh (WPXI)	NEWS 530-6A/112	11/1/12
10.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	9A- Today Show 9a	1	1							1	\$825.00	\$825.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/19	11/1/12
11.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	10:59P- CHANNEL 11 NEWS AT 11P	1						1		1	\$4,200.00	\$4,200.00	Pittsburgh (WPXI)	11-1135P/20	11/1/12

CONFIRMATION CONTRACT

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Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

MARONEY,STEPHANIE

Phone/Fax

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CPE

11/27/1339

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AMER CROSSROADS

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Mary Beth Halas

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By Broadcast Month

Nov. 2012

Grand Total:

Spots 26

Rate \$47,525.00

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12.0	Normal Line / Sports-Football	11/03/12-11/03/12	3	:30	3:28P- Notre Dame Football							2		2	\$7,500.00	\$15,000.00	Pittsburgh (WPXI)	PITTSBURGH VS. NOTRE DAME 330-7P/22	11/1/12
13.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	6A- 8A (EST)							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-8A/24	11/1/12
14.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	7:30P- Hines Ward Show 730-8P							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	HINES WARD SHOW 730-8P/25	11/1/12
14.0.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Sports Over Run/Spot -	
15.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	8A- 10:30A (EST)							1		1	\$750.00	\$750.00	Pittsburgh (WPXI)	NEWS 8-1030A/26	11/1/12
16.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	11:30P- Channel 11 News Following Football 1130p								1	1	\$4,500.00	\$4,500.00	Pittsburgh (WPXI)	NEWS 1135P-1235A/28	11/1/12
17.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	559P- CHANNEL 11 NEWS								1	1	\$1,400.00	\$1,400.00	Pittsburgh (WPXI)	NEWS 6-630P/29	11/1/12
18.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	8A- 10A (EST)								1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	NEWS 8-10A/30	11/1/12
19.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	12:35A- Law & Order 1230-130A								1	1	\$725.00	\$725.00	Pittsburgh (WPXI)	LAW & ORDER: 1235-205A/32	11/1/12
20.0	Normal Line / Sports- Local Pro Game	11/03/12-11/03/12	3	:30	2:30P- Pitt/Notre Dame Pre Game								2	2	\$2,250.00	\$4,500.00	Pittsburgh (WPXI)	PITT-ND PREGAME SHOW 230-330P/33	11/1/12
21.0	Revised Line / Sports-Football	11/04/12-11/04/12	3	:30	8:13P- NBC Sunday Night Football									1			Pittsburgh (WPXI)	NFL COWBOYS @ FALCONS 805P-12N/31	11/1/12

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21.1	Normal Line / Sports-Football	11/04/12-11/04/12	5	:30	8:14p- NBC Sunday Night Football								1	1	\$6,500.00	\$6,500.00	Pittsburgh (WPXI)	NFL: COWBOYS @ FALCONS 805P-12M/31	11/2/12
22.0	Normal Line / Prime	11/03/12-11/03/12	5	:30	9p- NBC Movie of the Week 9-11P							2		2	\$1,200.00	\$2,400.00	Pittsburgh (WPXI)	MOVIE: RUDY 9-11P/27	11/1/12
23.0	Normal Line / Spot	11/04/12-11/04/12	10	:30	5:30A- 6A (EST)								1	1	\$0.00	\$0.00	Pittsburgh (WPXI)	Ward moved from 11/3 to 11/4 line 14	11/4/12
24.0	M/G For 14.0.1 / Spot	11/06/12-11/06/12	2	:30	10A- Ellen		1							1	\$675.00	\$675.00	Pittsburgh (WPXI)	Ellen/25	11/5/12

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